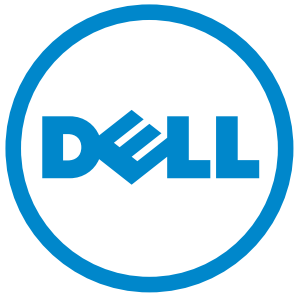
Dell Logo Usage Guidelines



The Dell logo

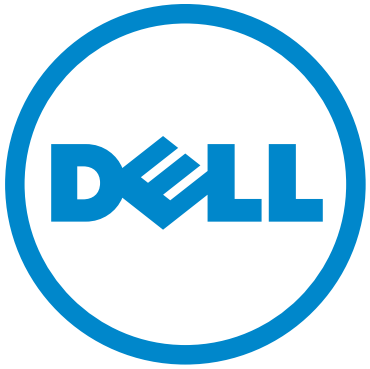
The Dell logo is a clear signpost for our brand and our primary visual symbol. Our logo serves as a positive embodiment of Dell's uniqueness.

In keeping with our brand personality, our logo is straightforward and simple. It is rendered to maximize visual appeal and effectiveness — qualities that grow increasingly important in a competitive marketplace.

The ring protects our name while showcasing our heritage through the use of our original word mark inside. Our logo brings vibrancy and clarity and reflects the transparency of our brand.

Stand-alone logo

Below are the primary stand-alone logo variations — Dell Blue and white. Either may be used in our materials as an initial introduction to our brand. Guidance on stand-alone logo application can be found on page 1.4. All stand-alone logo assets and their respective color variations can be downloaded from the DAM.



Dell Blue
Dell Blue*
C92 M34 Y0 K0
RGB 0-133-195 / Hex #0085C3

White

Either the Dell Blue or white logo may be used as our primary logo.

Note: Dell Blue is a custom color for print.

Dell Gray
Pantone Cool Gray 5
C15 M9 Y8 K22
RGB 170-170-170 / Hex #AAAAAA

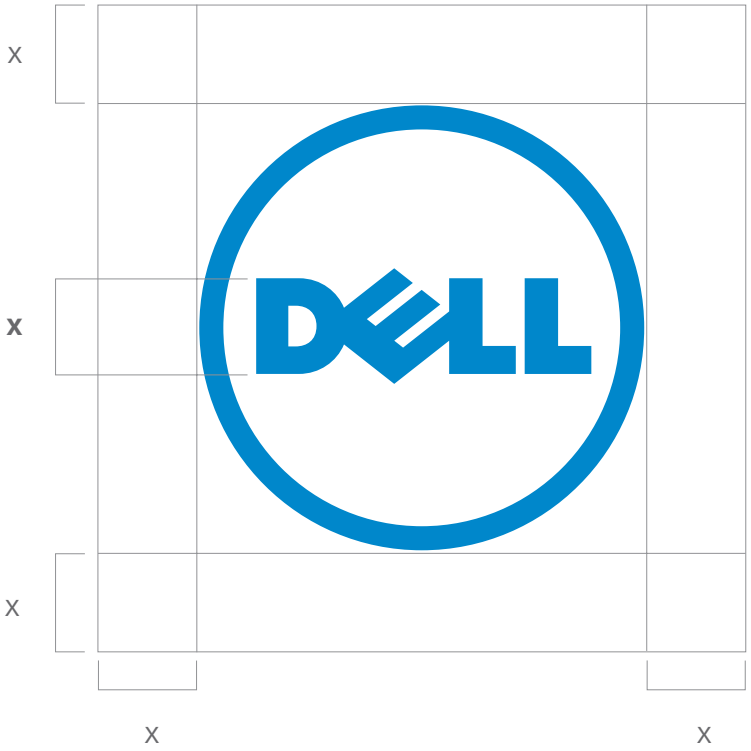
The Dell Gray logo is used only after an introduction of the Dell Blue or white logo has occurred. Refer to page 1.4 for examples.

Dell Dark Gray
PMS CG11
C48 M36 Y24 K66
(85% K is also acceptable)
RGB 68-68-68 / Hex #444444

The Dell Dark Gray logo is for limited use only on applications such as newspaper advertising or forms.

Clear space

Clear space is the area that is required around the outside of our logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials. The minimum required clear space for the logo is defined by the measurement "X" as shown. This measurement is equal to the height of the letter *D* in the word mark.



Minimum size

The Dell stand-alone logo is restricted to 0.5˝ for print and 30px for digital applications. Violating this standard compromises the integrity and legibility of the logo. For logo sizes smaller than minimum sizes shown, please contact **brand@dell.com** for approval.

Print

.5" width (12.7 mm)

0.5" height
(12.7 mm)

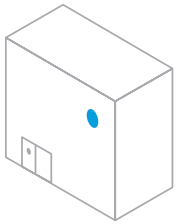
Digital

30px width

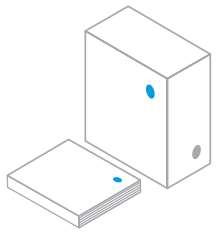
30px
height

Application usage

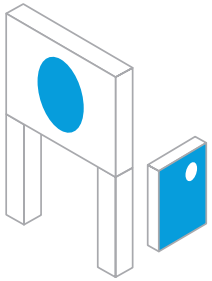
The application of our principle Dell Blue or white logo should always serve as the first impression. Once that brand impression has been made, it is acceptable to use the Dell Gray logo. The examples below illustrate use-case scenarios for logo application.



Building signage
Primary exterior vs. door sign



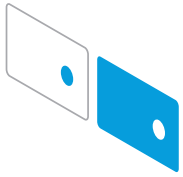
Packaging
Box and documentation



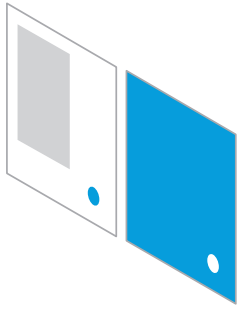
Tradeshow
Primary and secondary view

Websites
Homepage vs. secondary pages

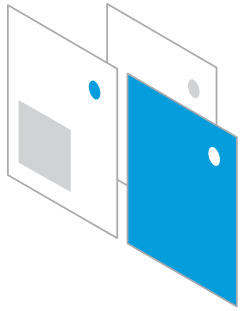
PowerPoint
Title page vs. slides vs. section dividers



Business card
Front and back



Advertising
Single pages



Collateral
Cover vs. interior

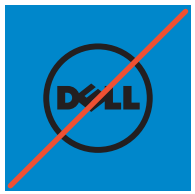
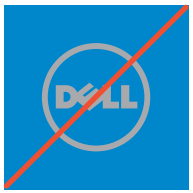
Note: Placement on each application is for illustrative purposes only.

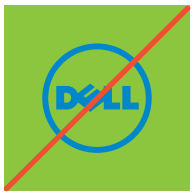
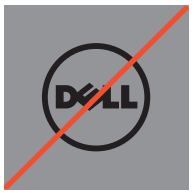
Usage with backgrounds

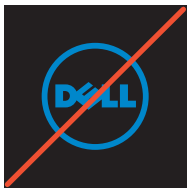
Consistent usage of our Dell Blue or white logos on our supporting color palette helps build recognition of our brand and ensures our logo is always rendered with proper impact and legibility. The Dell Blue logo should only be used on white and Dell Light Gray backgrounds, while the white Dell logo can be used on any color from our color palette and on imagery where the logo is clear and unobstructed.

Incorrect use

The Dell Blue stand-alone should never be used on complex imagery or on a background other than solid white or Dell Light Gray. The Dell Gray and Dell Dark Gray logos should never be used on colored backgrounds.

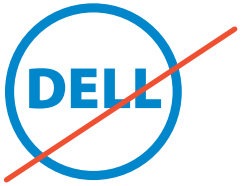



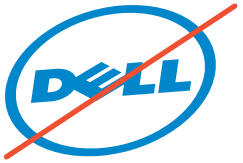


Incorrect logo usage

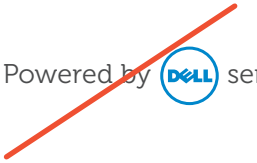
Any modification of our stand-alone logo confuses its meaning, diminishes its impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usages must be avoided to maintain the integrity of our brand.



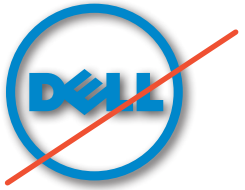
Do not create, retype or redraw our logo.



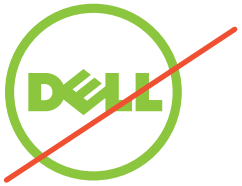
Do not stretch or alter our logo in any way.



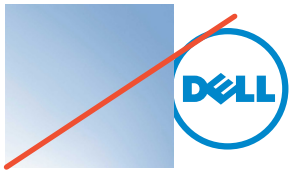
Do not use our logo as a read-through in text.



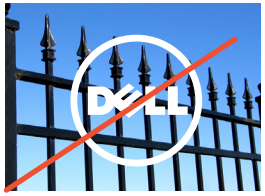
Do not use graphic effects (drop shadows ...) on our logo.



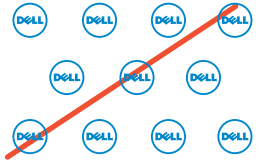
Do not change the color of our logo.



Do not place our logo near objects without defined clear space.

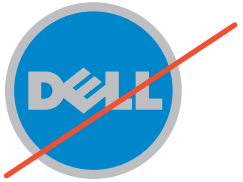


Do not place our logo on backgrounds with high contrast or that limit legibility.



Do not create a pattern with our logo.

Do not add graphics to our logo.

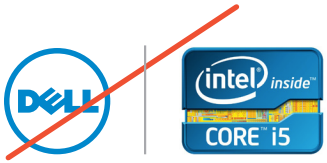


Do not fill the interior of our logo with a color; it should remain "transparent."

Incorrect logo lockup usage

The following list of incorrect logo lockup examples must be avoided to maintain the integrity of our brand. The term "lockup" refers to any words, logos or images visually paired up with our logo for purpose of an association.

Do not lock up product names.



Do not lock our logo with a partner product badge.

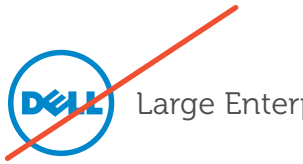
Do not use our tagline logo in any lockup.

Do not stack our tagline next to our logo; leave tagline logo as is.

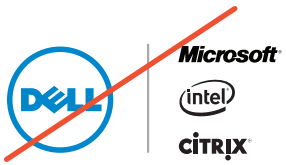
Do not change the color(s) of an approved lockup.

Do not lock up our logo with a customer logo.

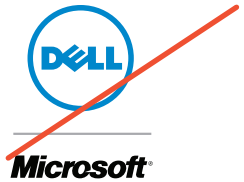
Do not lock up internal group names.



Do not lock up business unit names.



Do not lock up multiple partner logos.



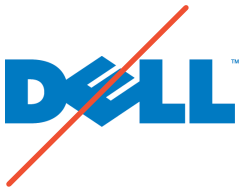
Do not alter existing lockups.

Do not use our old word mark in any lockup.

Do not place any text inside our logo.

Discontinued treatments

The illustration on the right shows the slight modifications that were made during our brand refresh. Please refer to this guide to help identify our old versus new stand-alone logo. Please discontinue all use of the old logos on the left.



Identifying the correct logo

Our new logo, seen outlined in magenta below, retains the strengths of our previous marks such as the canted *E* and the bold typeface encircled with a strong, simple ring. The new logo incorporates fresh characteristics such as refinement of the letterforms to maximize clarity and aesthetic balance. It has been designed for maximum impact and visibility.

Current logo

Previous logo

Global Brand Creative
Round Rock, TX 78682
brand@dell.com